

Think Deeply, Broadly and Correctly

Essence-Based Innovation Training (Known as: Derukui Training)

Derukui Company

Essence & Innovation

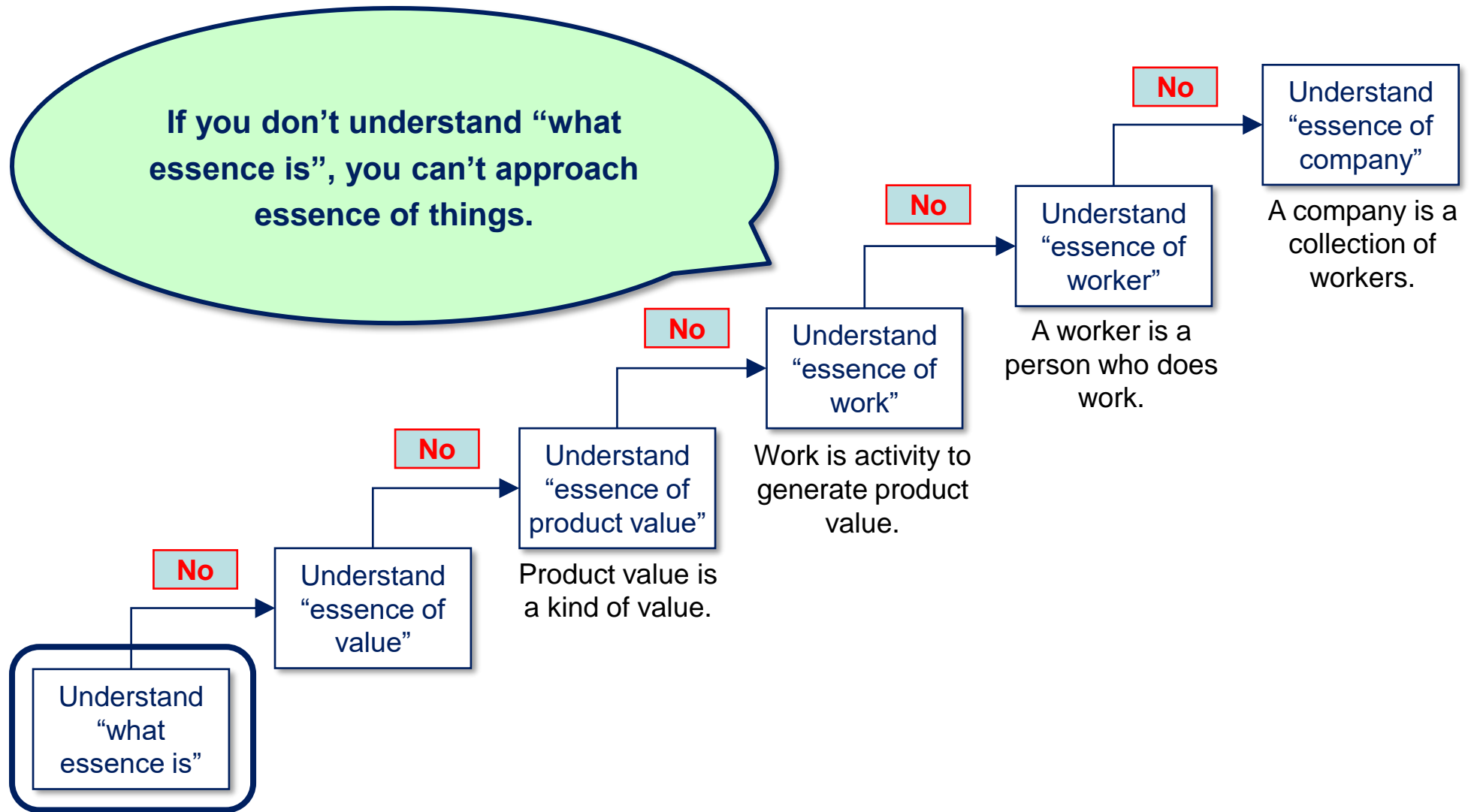
The world does not understand “what essence is”.

What is essence?

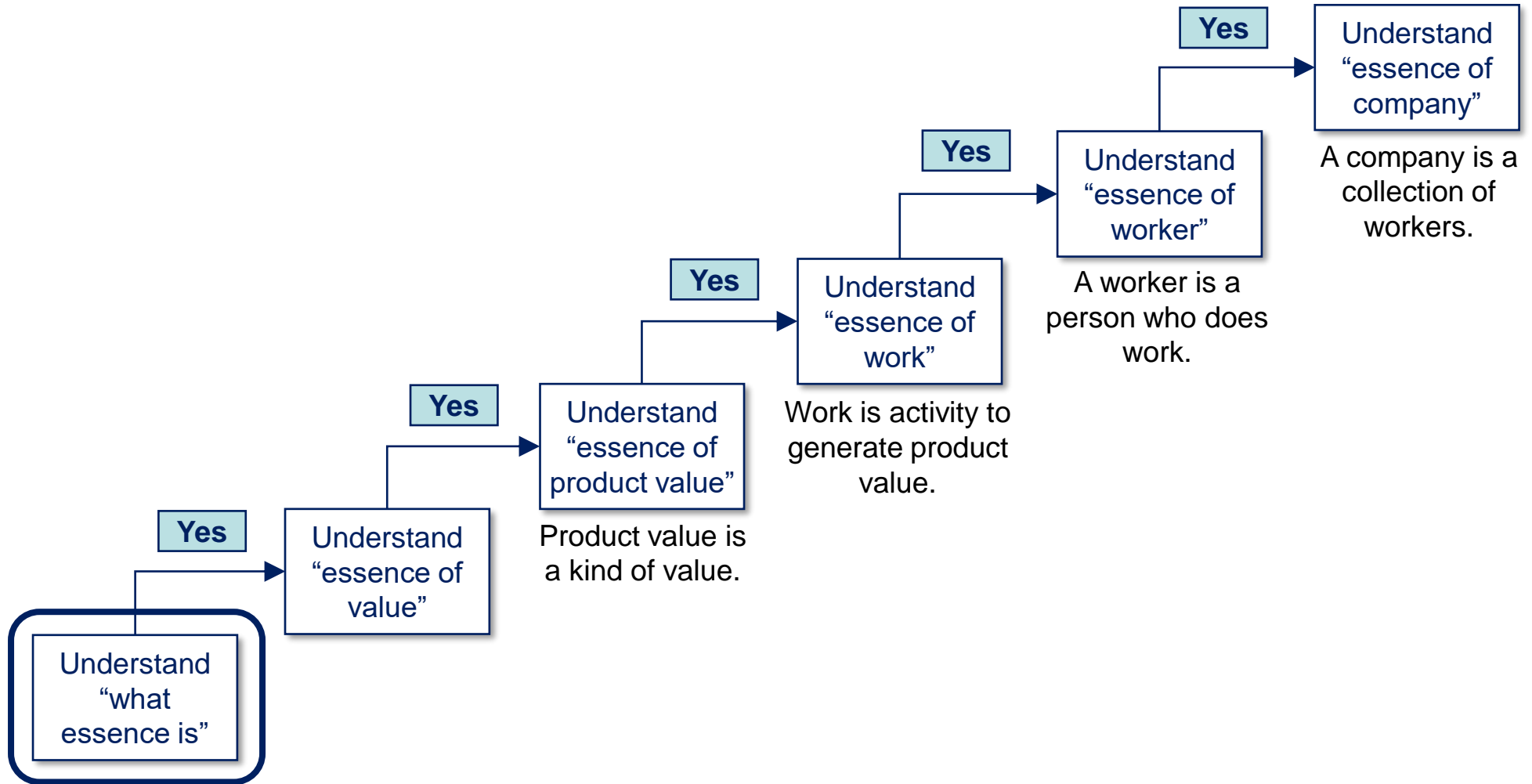
A mystery since the ancient Greek era

There is almost no one
who does not hesitate to answer.

Therefore,
the world cannot approach essence of things.

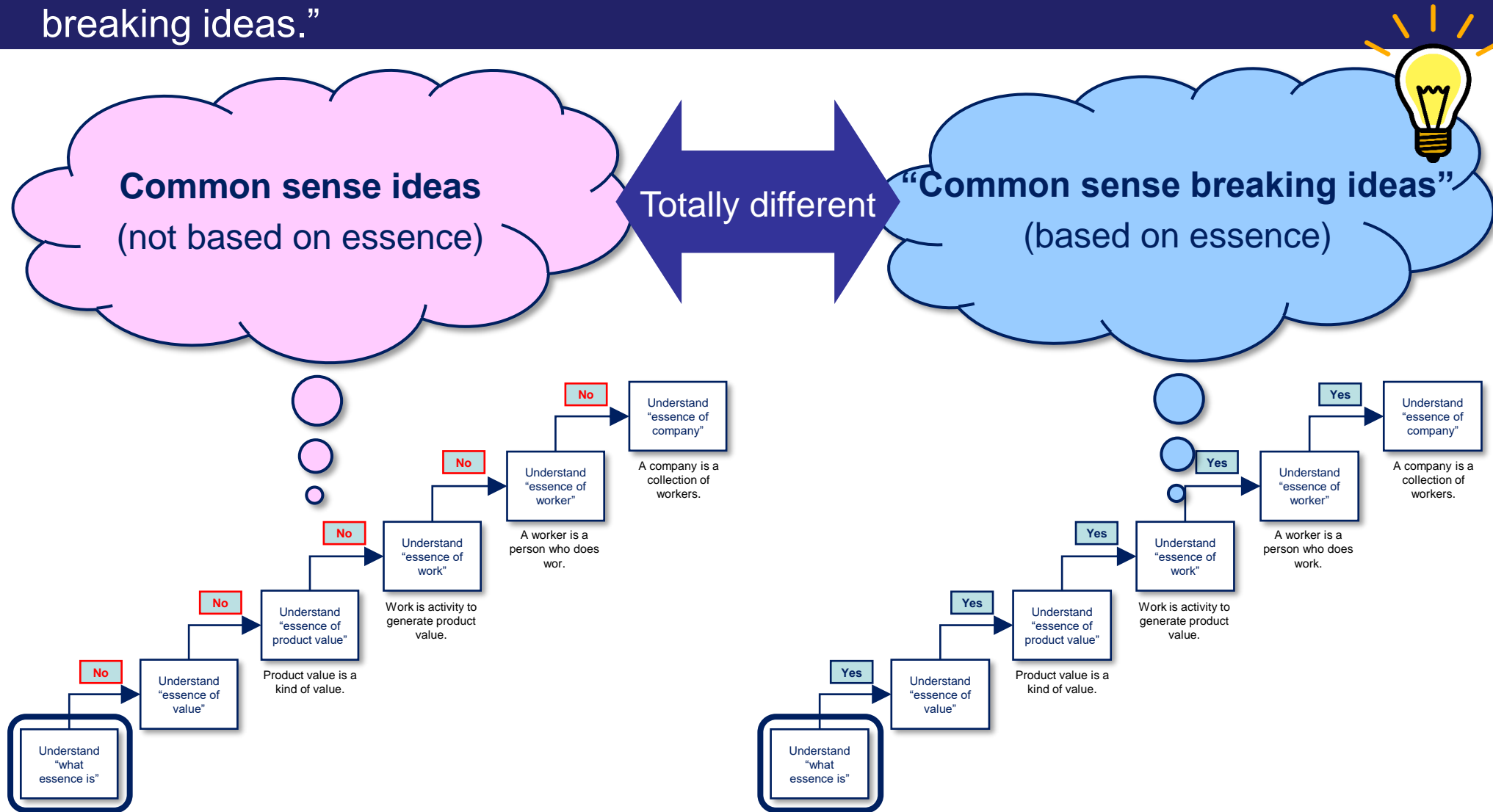


However,
if you understand “what essence is”, you can approach essence of things.



※ Even if you understand what essence is, it does not mean that you can automatically approach essence of things.

A person who can approach essence will have “essence-based common sense breaking ideas.”



People in the world

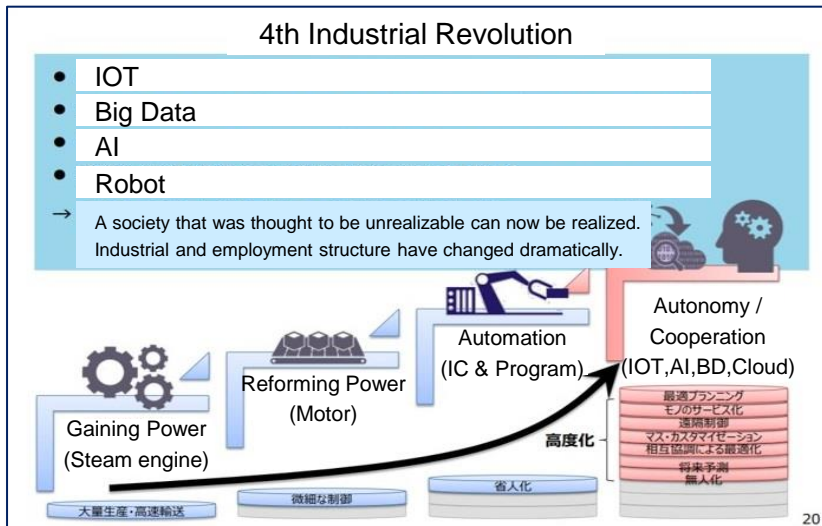
A person who can approach essence

“Essence-based common sense breaking ideas” create innovation.



Innovation From Technological Reforms

< Industrial Revolution >



Translated from METI website

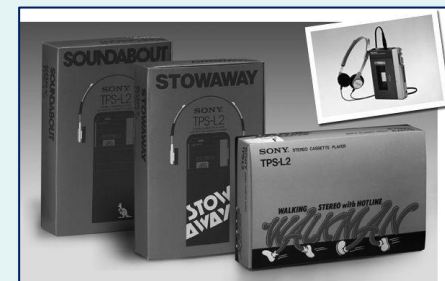
Innovation From “Essence-based common sense breaking ideas”

< Sony Walkman >

(Iconic Hit of the 20th Century)

“Audio has recording and playback functions”

In the era when that was commonsense, an **essence based common sense breaking idea** “Essentially, audio is a tool for enjoying sound. Even if the recording function is reduced, it should be miniaturized so that sound can be enjoyed ubiquitously.” created Sony Walkman.



From Sony's website

“Essence-based common sense breaking ideas” create innovation in all areas.



Essence is
in
everything.

Innovation of Product(Tangible)

Tangible product
9 out of 10

< Top 10 Innovations Postwar Japan >

Selected based on a questionnaire conducted by the Japan Institute of Invention and Innovation by defining innovation as "not limited to inventions, but also includes business models and projects."



Endoscope



Instant
Noodles



Manga,
Anime



Bullet Train
(Shinkansen)



Toyota
Production
System



Sony
Walkman



Washlet



Family
video game
console and
software



Light-emitting
diode



Hybrid
Vehicles

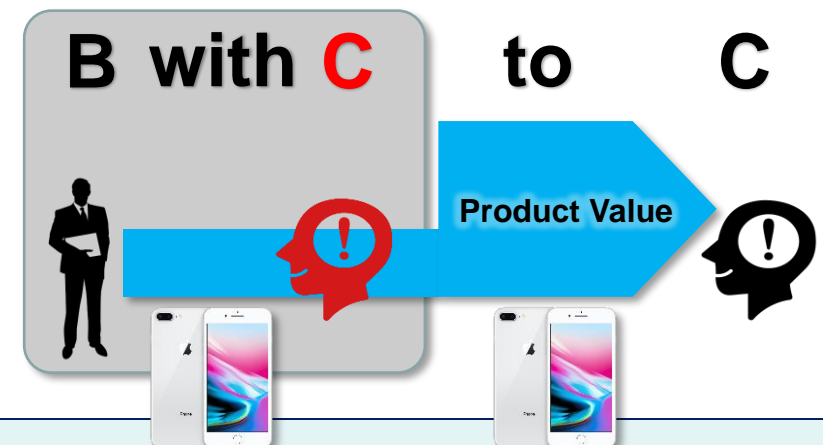


Innovation of Technology, Product(Tangible/Intangible), Business Model, Organization

< Apple's platform-based business model >

"B with C to C"

Increase product value by realizing value
provision among consumers



“Essence-based common sense breaking ideas” can not be thrown away.

Commercialization based on subjective judgment criteria

< A Loud Voice of a Crane >

General Manager

“I can't judge Objectively...”

Manager

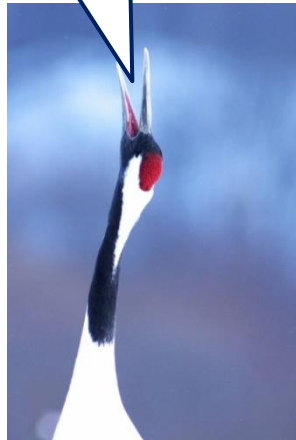
“I want precedents at least...”

Proposer

“This idea won't be approved anyway...”

Authority

“I think this is good. So do it!”



Ideas that the authority dislikes will be thrown away.



Commercialization based on objective judgment criteria

< Essence >

Low Risk

high success probability

universal value

first in the world

Giant Market

No Competitor

Monopolize giant blue ocean

Well known “Essence-based common sense breaking ideas”.



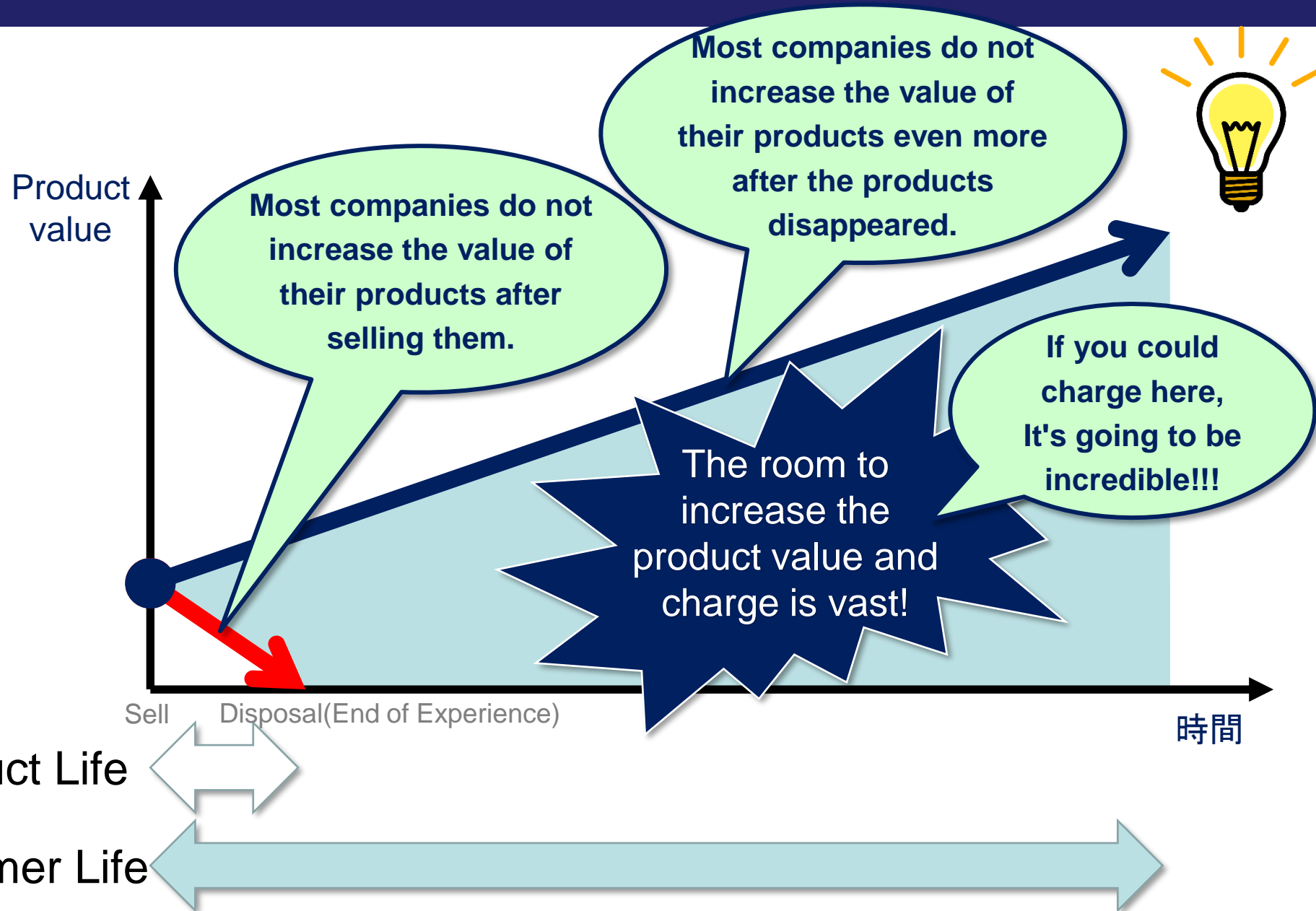
Since essence is universal,
“essence-based common sense breaking ideas”
are also universal.

Universal ideas soon become
common sense ideas.

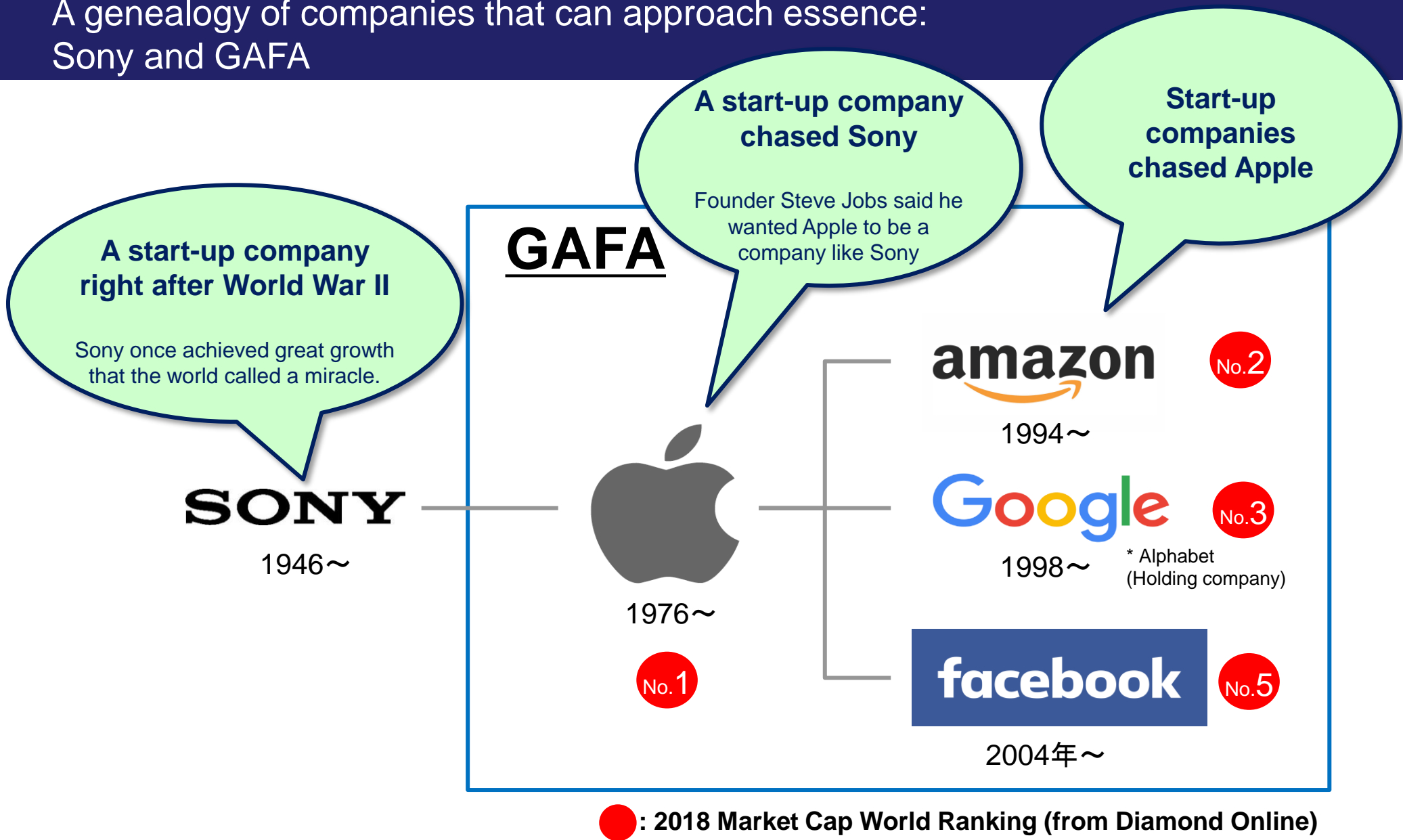
Mission	Realize a more open and connected world.
Business Model	Help customers sell their applications to other customers.
Business Model	Create a system that delivers products with one click.
Product	Create an e-mail service where e-mail is left forever.
Product	Increase audio portability by leaving only playback function.
Sales Activity	Estimate quantitative management effect of system introduction.
Supply Chain	Deliver freshly made PCs to users within 5 days of order receiving.
Marketing	Provide people in offices with freshly brewed coffee like cafés.

Facebook Real Name Registration
Apple Smartphone Business
Amazon One-Click Ordering
Google Gmail
Sony Walkman
IBM Consulting Service
Dell PC Direct
Nescafé Ambassador

“Essence-based common sense breaking ideas” make invisible things visible.

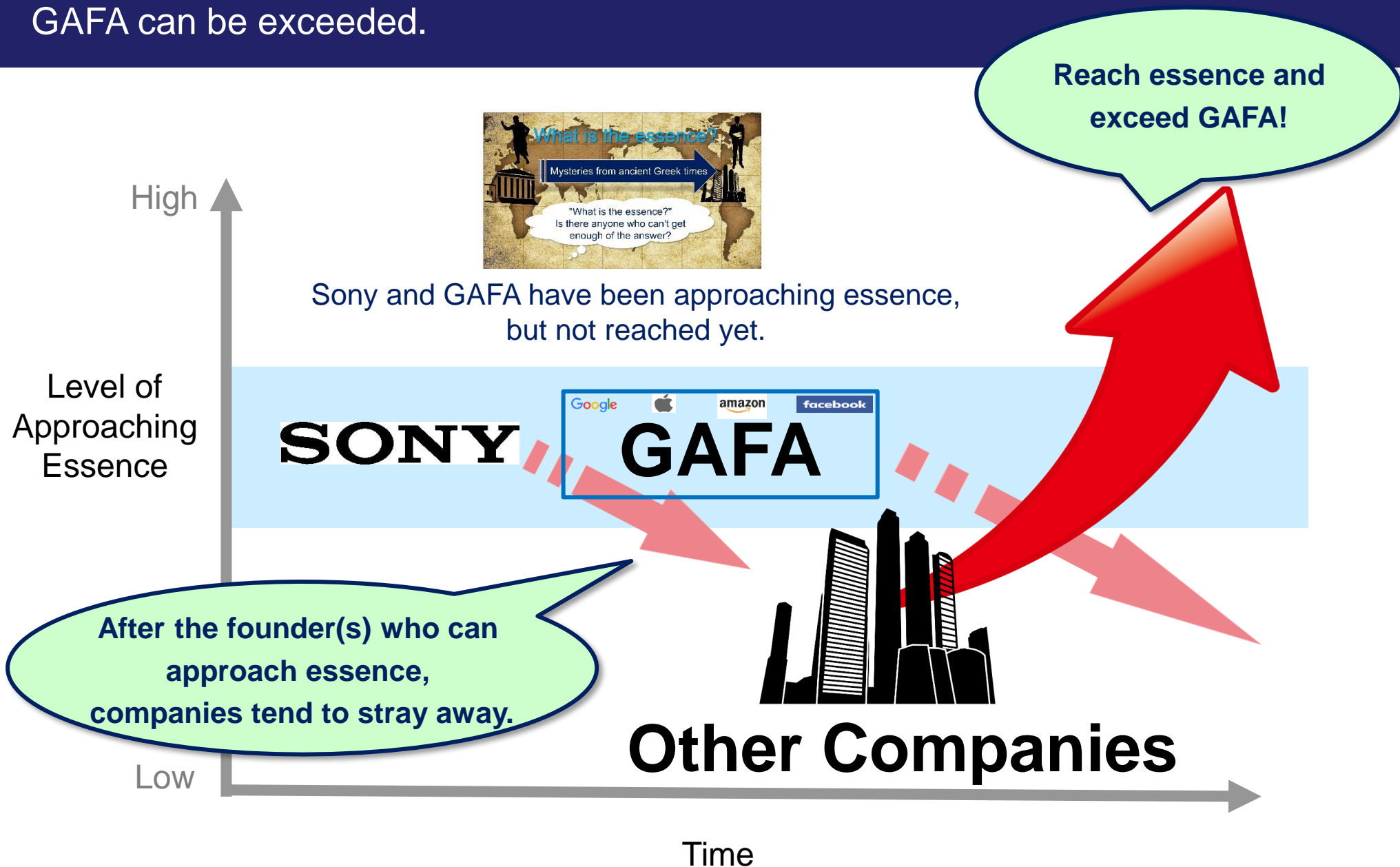


A genealogy of companies that can approach essence: Sony and GAFA

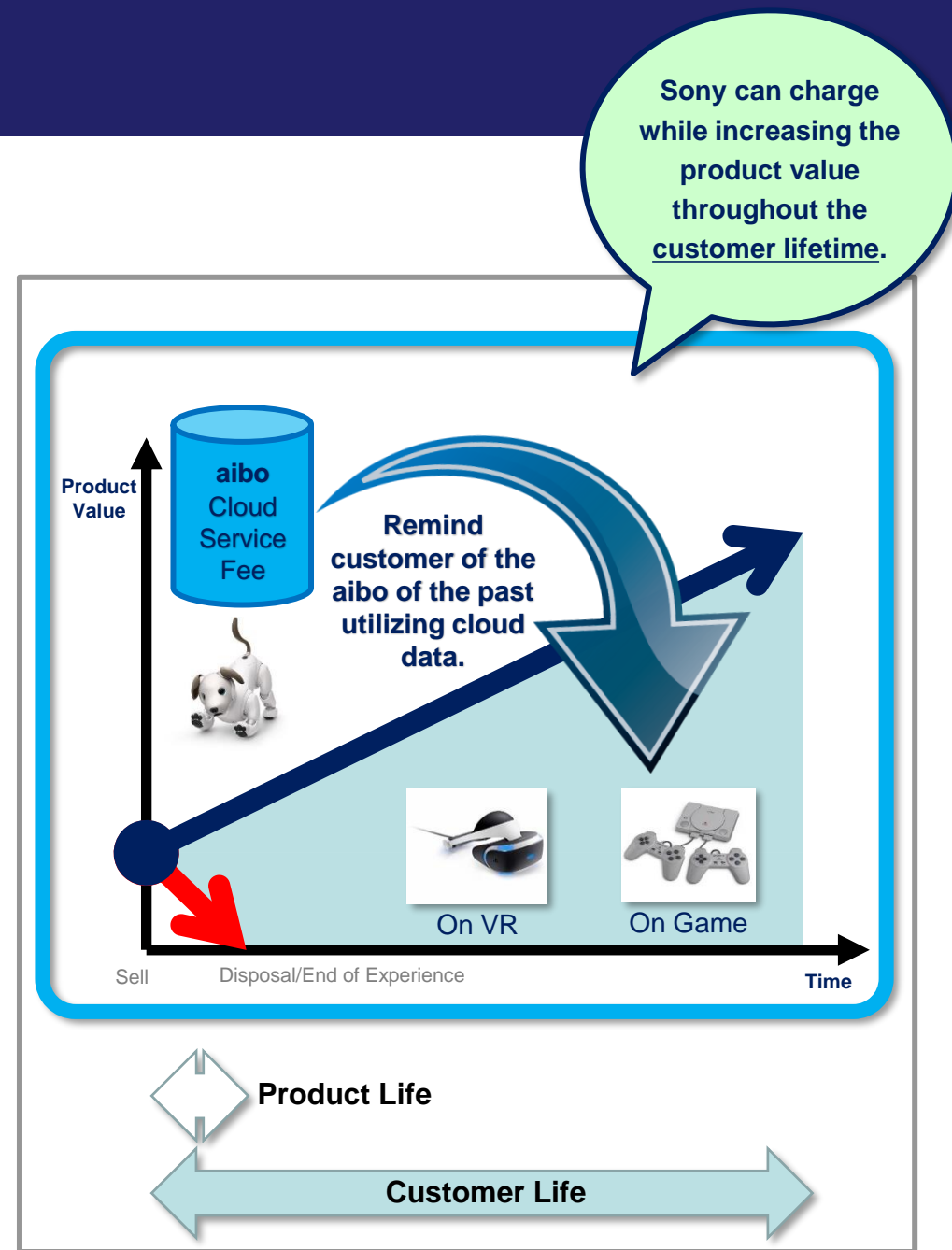
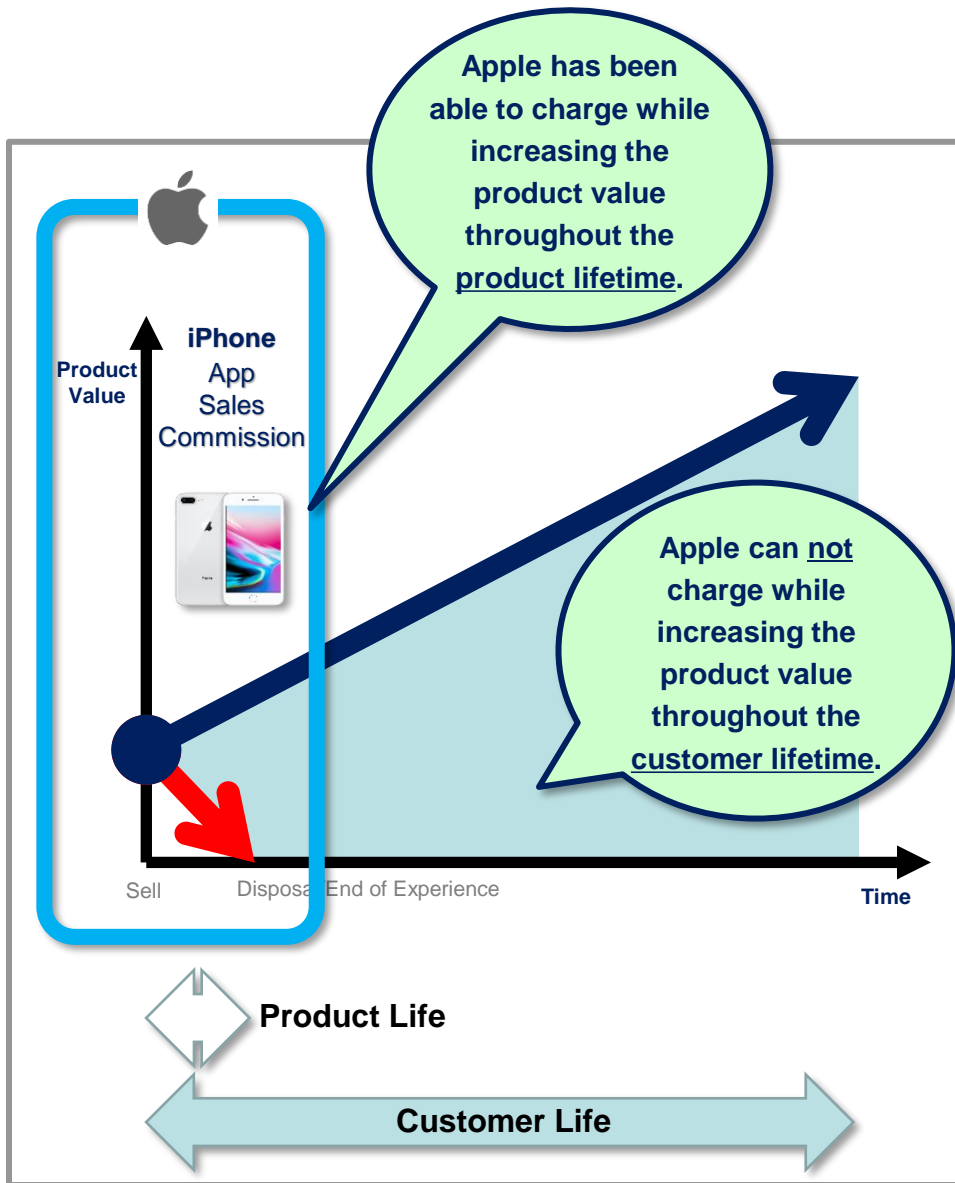


* Since Microsoft is in fourth place, GAFMA monopolizes the top 5 places.

GAFA can be exceeded.



For example,
aibo model far exceeds iPhone model.



Essence-based innovation Training Overview

■ Basics: One section at a time in the order of "deeply", "broadly", "correctly" (only "deeply", "deeply" and "widely" are OK).

Think Deeply (2 days)

【Essence】

- What is essence? *

【Value and Product】

- Where is product value? *
- What is value? *
- What is product value? *
- Who is a customer?
- What is a market?
- What is a product? *
- What is goodness?
- What is correctness?

【Work and Company】

- What is work?
- What is a company?
- Socrates' "The Wisdom of Ignorance" *

Think Broadly (1 day)

【Intellect】

- What is information?
- What is knowledge?
- What is wisdom?
- What is a word?
- What is thinking?

【Emotion】

- What is emotion?
- Classification axis of emotions
- What do people live for?

【Will】

- What is will?

Think Correctly (1 day)

【Logical thinking】

- What is logic?
- What is logical thinking?
- What is the difference between certainty and probability of logic?
- What is the difference between essence and attribute for definition?
- Ultimate product strategy
- Professor M. Porter's mistake
- Earning power of dreams
- Win-Win-Win image you aim for

■ Pickups:

- Value-intensive version (1 day): Only value-related themes in the "Think Deeply" section (with *)
- Overall compressed version (2 days): only the most important themes across all sections (underlined)

Many top companies are implementing (examples).

Toyota Motor

Nissan Motors

Hino Motors

Denso

Mitsubishi Hitachi Power

Panasonic

Pioneer

Fuji Electric

Morinaga

LIXIL

Kewpie

TechnoPro

Kita Japan Bank

Honda Moto

Mitsubishi Motor

Daihatsu Moto

Aisi

Mitsubishi Electri

Olympus

Murata Manufacturing

NEC Communication

House Food

TOTO

FamilyMart

Asahi Advertising

Mitsubishi Estate PM

TOYOTA



DENSO
Crafting the Core



Panasonic

Pioneer

FE 富士電機

MORINAGA

LIXIL
Link to Good Living

kewpie

TECHNOPRO

北日本銀行

HONDA



DAIHATSU

AISIN

MITSUBISHI ELECTRIC

OLYMPUS

muRata
INNOVATOR IN ELECTRONICS

NEC

House

TOTO

FamilyMart

ASAKO

三菱地所プロパティマネジメント

Feedbacks from participating companies

Sales Increase

Remarkably improved proposal capabilities and snatched major customers from competitors.

With an essence-based approach, we were able to find new customers in Europe for the first time.

With the appeal of value, not products, finally acquired stable customers in India.

It has become possible to develop original products that have never existed before.

Cost Down

Awareness of quitting work that does not create value has emerged, and overtime work has drastically decreased.

We were able to cut unnecessary product functions and reduce costs in a different dimension.

Product development with new ideas resulted in a cost structure that was orders of magnitude cheaper.

It has become a culture of enjoying work, and the turnover rate has decreased significantly.

Many are at the innovation level!

Both

Designers have become actively involved in product planning.

Corporate sales team has changed from a servant type to a proposer type for customers.

Increased value-based analysis about successes and failures.

Voices of participants

Awareness Obtained

I was amazed and realized that the way I could see things in my head was becoming clearer and clearer.

It made me realize that the meaning of the words I use every day is something that I can hardly understand and use.

I've never been so focused on thinking in the past. After finishing the training, I realized that the content of the lecture was to enhance human power itself.

I believe that the changes that have occurred to me through this training will be an “asset for a lifetime”.

Looking Ahead

I would like to convey this mindset to as many colleagues as possible.

I would like to take the initiative for improvements to make customers happy.

I will become the kind of person who can involve the people around me and sometimes cultivate a derukui that comes naturally by inspiring others.

Among the local community activities, I would like to plan a place like this training for children, including my own children.

Q: What level (position) is eligible?

A: Since the content is universal, all levels (positions) are eligible. From new hires to CEOs, they enjoy sparkling their eyes like a student.

Q: What types of occupation is eligible?

A: Since the content is universal, all occupations are eligible.

Q: What kind of industry is it suitable for?

A: The content is universal, so it is suitable for all industries.

Q: Which is more effective, face-to-face or online?

A: This is a “training in which each individual thinks things through.” So please consider that there is basically no difference between face-to-face and online in the effect of training.

Q: Is there any training similar to “Derukui Training” in the world?

A: No, there is none (As of March 1, 2022). There are trainings in logical thinking (or critical thinking) that speaks of essential thinking. However, they are not trainings that pursue essence itself.

Q: Is there any training that can be combined with “Derukui Training” to increase its effectiveness?

A: Yes, there is. Essence is the foundation of all things. So, by combining with “Derukui Training” that pursues essence, the effectiveness of all other trainings are drastically enhanced. This is especially true in the following types of training.

● Training in logical thinking (or critical thinking)

Logic is something that holds even if the premise is not essential. So, logical thinking that deviates from essence can also be established. Since logical thinking training does not pursue essence, it may promote logical thinking that deviates from essence.

Therefore, by combining it with “Derukui Training”, it will be possible to promote logical thinking that penetrates essence.

● Training on idea generation method

There are many idea generation methods, like design thinking that is currently in vogue. However, since such training does not pursue essence, it may promote the emergence of ideas that are devoid of essence.

Therefore, by combining it with “Derukui Training”, it will be possible to promote idea generation that strikes at essence.

Q: Is there any easy-to-understand indicator that shows the effectiveness of “Derukui Training”?

A: Yes, there is. For example, Company A has already deployed “Derukui Training” to 170 employees (as of spring 2020). When conducted a questionnaire to the participants, they obtained astonishing results. It became clear that 93% of the participants had acted based on essence after taking the course”.

Is there any other kind of training like this?
At the very least, it can be said that “Derukui Training” is the best in the world as a training for consciousness change.

Q: What are some of the measures to make the most of the participants in “Derukui Training”?

A: An increasing number of companies are gathering participants in “Derukui Training” and launching corporate transformation projects. In the project, innovative ideas that had never existed before are born one after another and are being realized. As a result, an enormous training effect has been produced.

Some companies start external sales of “Derukui Training” after conducting internal training. Since the content is universal, all mankind can become customers. Extremely large profits are expected.

Administrative Things

■ Number of participants per class:
6(lower limit) ~ 16(upper limit)

■ Course fee:
¥ 70,000 per student per day (excluding tax)

■ Time:
9:30 ~ 17:30 (7 hours/day) ※ Lunch break: 12:00-13:00

■ Venue:
Only online for English version (for outside Japan)

※ Basically, we use our Zoom. If you wish to use other tools, please consult us.

Covid-19 Crisis Price
Applicable Now

¥ 50,000 per person per day
(excluding tax)

【Biography】

After graduating from Keio University Faculty of Economics, worked for Sony Corporation.
Performed as an outstanding “Derukui” even among Sony in the growing season, which welcomed “Derukuis.”
Promoted his own project without permission, succeeded in Sony's first SCM innovation, possibly being the first in the world.

After Sony, held important positions at major global consulting firms, like Senior Director at PwC and Vice President that is the pinnacle of consultants at CGE&Y.
From 2004, as the representative of Derukui Company, promoting consulting activities that is faithful to essence.

Main work is Amazon Kindle No. 1, the best-selling book “Ordinariness Syndrome That Ruined Sony”.
Made numerous suggestions for the revival of Sony.
Recent book is “The Essential Thinking of the Innovator "Derukui - A Way of Idea Generation Beyond GAFA –”.

“Essence-Based Innovation Training” (commonly known as “Derukui Training”), a program for training idea generation capability that breaks common sense and causes innovation, is drawing attention from companies, academic institutions, and government agencies.

A member of Philosophy of Science Society, Japan.



【Writing】

<Book>

- “Ordinariness Syndrome That Ruined Sony”(2008) : A bestseller, No.1 in Amazon Kindle overall
- “The Essential Thinking of the Innovator "Derukui - A Way of Idea Generation Beyond GAFA –”(2019) : Amazon "Management Science" No. 1

< column>

- Nikkei Monozukuri : “The Era to Grow Derukuis” (February ~ June 2015)
- Nikkei Monodzukuri : “Manufacturing From the Customer’s Perspective Opened Up by the Derukui” serialized (February ~ June 2016 issue)
- Nikkei × TECH : “The Eyes of the Derukui Consultant” serialized (May 2015 ~ May 2016)
- Diamond Online : “Why Does Your Company’s ‘Product Value’ Not Resonate With Customers at All?” (March 2017)
- Nikkei × TECH : “Aibo Appeared! Has Sony Overcome the Ordinariness Syndrome?” (January 2018)
- Nikkei × TECH : “The Eyes of the Derukui Consultant II” serialized (April 2018 ~ September 2018)

Reference:

The University of Tokyo is also paying attention to Derukui Training

From 2019
collaboration based on Derukui Training
With MMRC, The University of Tokyo



“The main purpose is to make it the world's highest level research center capable of proactively disseminating intellectual information from Japan in the 21st century to the world.”